

THE IMPACT OF USING SHOPEE E-COMMERCE ON CONSUMER BEHAVIOR CASE STUDY IN PENAGAN VILLAGE, WEST MENDO SUB-DISTRICT, BANGKA DISTRICT

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Abstract

This study aims to analyze the impact of using Shopee e-commerce on consumer behavior in Penagan Village, West Mendo District, Bangka Regency. The development of digital technology and increasingly widespread internet access has encouraged rural communities to utilize e-commerce platforms such as Shopee in meeting their daily needs. The research method used is qualitative with a case study approach. The results showed that the use of Shopee has changed consumer behavior in terms of shopping habits, product preferences, and purchasing decision-making patterns. Consumers tend to prioritize convenience, competitive prices, and the variety of products offered through the platform. This study concludes that Shopee has a significant impact on consumer behavior in Penagan Village, with positive implications in increasing product accessibility, but also raises new challenges that need to be overcome. The findings are expected to be taken into consideration by businesses and the government in optimizing the benefits of e-commerce for rural communities.

Keywords: E-Commerce, Shopee, Consumer Behavior

INTRODUCTION

The development of increasingly modern times, encouraging science and technology to progress very rapidly. Both are present in the midst of society as tools that provide benefits and convenience in everyday life. The development of technology has a huge impact on all aspects, including in the world of business and marketing.

The digital economy has made various activities much more efficient, innovation-friendly, and diverse business models. The digital economy also has room to grow and create a level playing field for everyone. In addition, the digital economy also encourages inclusion so that someone

can get services without having to meet face to face.

According to Loudon (1998) E-commerce is a transaction process carried out by buyers and sellers in buying and selling various products electronically from companies to other companies using computers as intermediaries for business transactions. Many consumers in Indonesia use E-commerce to meet their needs, especially some consumers in the Penagan village area. Penagan village is a village that has an area of 44.71 km² with a population of 5,437 people consisting of 2,908 men and 2,592 women. The village has 10 hamlets and is located on the south western side of Bangka facing North

Sumatra, bordering Kota Kapur Village. The distance of Penagan Village from Pangkalpinang is almost 50 km and can be traveled in about 1 hour by car. Because the distance of Penagan Village is far from the city center, consumers in Penagan Village, West Mendo District, Bangka Regency prefer an online shopping system or E-commerce, besides being practical E-commerce has also provided comfort for every consumer, supported by the features of the Shopee E-commerce system which is easy to use and flexible. Currently, Shopee has been recognized as one of the marketplaces that dominate markets in Southeast Asia such as Indonesia, Singapore, Thailand, Vietnam, Cambodia, Brunei Darusalam, Malaysia, the Philippines, and Taiwan. By using E-commerce shopee we can more easily shop, browse and sell products and services anywhere. In addition, shopee is also a means of buying and selling online that provides various types of products. products that are sold in shopee are of various types, both local products and imported products, such as fashion, accessories, cosmetics, food, electronics, gadgets, automotive, medicines and many more. Shopee provides products for all groups, both for children, adolescents, adults, and the elderly. both men and women, all the products you want are all in shopee. Therefore, many consumers like to shop through the Shopee marketplace. Shopee has also been integrated with various logistical support and payments that aim to make online shopping easier and safer, both for sellers and buyers.

RESEARCH METHOD

In conducting this research, researchers raised the Impact of Shopee E-Commerce Use on Consumer Behavior Case Study in Penagan Village, West Mendo District, Bangka Regency, researchers used a descriptive qualitative approach with a case study method. The qualitative approach was chosen because this research aims to explore in-depth information about perceptions, attitudes, and consumer behavior. In obtaining data and information, data collection techniques are carried out through observation, observation and direct interviews with consumers who actively use shopee.

The research instrument used contains open questions regarding the use of shopee and its impact on consumer behavior. The research subjects were several consumers in Penagan Village, West Mendo District, Bangka Regency based on demographic aspects, based on age, gender, education and occupation. By combining qualitative approaches, case studies, and field research, this research is expected to provide a comprehensive understanding of shopee e-commerce on consumer behavior in Penagan Village.

RESULT AND DISCUSSION

DISCUSSION

IMPACT

Impact is a change that occurs as a result of an activity, the activity can be natural, either chemical, physical or biological. Impacts can be biophysical and can also be socio-economic and cultural. Impact can also be interpreted as influence or effect, in every decision taken by

someone usually has its own impact, both positive and negative impacts.

Positive impact is the influence arising from an action that is good for a person or the environment. Meanwhile, a negative impact is the influence arising from an action that is not good or bad for a person or the environment.

USAGE

comes from the word guna. Usage has a meaning in the noun class, namely the process, method, action of using something. It can be interpreted that usage is the process, method, action of using something.

E-COMMERCE

E-commerce is an innovation in the business world to make it easier for sellers and buyers to conduct business transactions because E-commerce is a business model that allows companies or individuals to buy or sell goods through the internet network using cellphone or computer media.

E-commerce provides convenience in doing business in cyberspace, besides that e-commerce can also make business people's businesses grow faster. With the various benefits offered, e-commerce has changed consumption and business patterns globally. However, challenges such as security and logistics need to be overcome to ensure sustainable growth. E-commerce not only makes everyday life easier, but also opens up new opportunities for businesses and the economy as a whole. Various features in E-commerce and there are also several standard components that support its operational processes, namely: products are supporting sales in E-commerce ranging from conventional

physical products, to digital products, as a place to sell products e-commerce activities are carried out via the internet network, in receiving orders can use and utilize mobile phones as a medium of connection with whatsapp applications, Instagram, email, telephone, sms and so on, while payment methods use COD systems, transfers via mobile banking, ATMs, e-payments and other payment systems, While the delivery uses goods delivery services such as Sicepat, Pos Indonesia, JNE, TIKI and so on. and finally customer service is usually this activity is generally carried out through online forms, telephone, chat, email and other social media.

There are several types of transactions in E-commerce, namely: business to business, business to consumer, consumer to consumer and consumer to business.

1. Business to Business E-Commerce

Another type of E-commerce is business to business. In this case, both parties are usually a business entity or producer. These two parties understand each other and know the business being run. Business to business electronic commerce generally uses email and electronic data interchange (EDI). Some examples of players in the business to business E-commerce business in Indonesia are: indonetwork.co.id, indotrading.com, ralali.com, MBiz.co.id

2. E-Commerce Business to Consumer

Another type of E-commerce is business to consumer. This is the most common pattern that is most often done business to business is a type of electronic commerce that involves actors businesses

and consumers. E-commerce transactions occur like ordinary buying and selling, where end consumers get product offers and make purchases online. The development of business to consumer has grown rapidly due to the support of websites and marketplaces that sell various needs of the community.

3. Consumer to Consumer E-Commerce

The following type of E-commerce is consumer to consumer. In short, this is a sales pattern that occurs between consumers. Buying and selling transactions are carried out through the marketplace. In consumer to consumer, there is a third party that becomes an intermediary between the seller and the buyer, namely through the platform.

4. E-Commerce Consumer to Business

Consumer to business is a type of E-Commerce that is also starting to trend lately. In this case, consumers will offer a number of goods to the company. Where the user acts as a seller of products or services, and the company acts as a buyer. There is a third party who becomes an intermediary between individuals and companies. For example, a website developer and makes a demo. If a company likes it then the company can hire his services.

5. Public Administration E-Commerce

This type of E-Commerce is divided into 2, namely: business to administration and consumer to administration.

a. Business to Administration

This type of E-commerce sells service products or information to the government or government agencies.

b. Consumer to Administration

This is an electronic commerce that sells services or information to the government.

6. Online to Offline E-Commerce

Is electronic commerce that attracts customers from online to make purchases in physical stores.

SHOPEE

Shopee is a Singapore-headquartered commercial e-commerce site owned by Sea Limited (formerly known as Garena), founded in 2009 by Forrest Li. Shopee first launched in Singapore in 2015, and has since expanded its reach to Indonesia, Malaysia, Taiwan and the Philippines. Starting in 2019, Shopee has also been active in the country of Brazil, making it the first country in South America and outside Asia that Shopee has visited. Shopee itself is led by Chris Feng, a former Rocket Internet employee who once led Zalora and Lazada.

Shopee is a marketplace that provides various types of products. Products that are sold at Shopee are of various types, both local products and imported products. Shopee provides products for all groups, both for children, adolescents, adults, and the elderly. Both men and women, all the products you want are all in Shopee. Therefore, many consumers like to shop through the Shopee marketplace. In addition to complete products, Shopee also has the best features such as: free shipping, COD or cash on delivery, vouchers and cashback, ShopeePay or Shopee coins, and Shopee Games to increase consumer interest in shopping at Shopee. Shopee has also been integrated with various logistical and payment supports that aim to make online

shopping easier and safer, both for sellers and buyers.

Shopee is now known as one of the marketplaces that dominates markets in Southeast Asia such as Indonesia, Singapore, Thailand, Malaysia, the Philippines and Taiwan. Initially, shopee's business form was a platform that used the concept as a customer-to-customer marketplace, but later switched to a hybrid model of customer to customer and business to customer. It launched shopee mall which is included in shopee's online store platform to distribute products from well-known brands.

CONSUMER BEHAVIOR

Consumer behavior is a science that discusses human behavior in the context of transactions with producers and sellers. In addition, consumer behavior is also all activities, actions, and psychological processes that drive purchasing actions, when making purchases, when using, spending products and services, as well as other things related to purchasing or evaluating purchases.

According to Blythe (2008) consumer behavior is a dynamic interaction between affect, cognition, behavior and the environment where humans make exchanges as aspects of their lives. Consumers are divided into 2, namely: individual consumers and organizational consumers. Individual consumers purchase products for their own needs or buy to give to others while organizational consumers purchase products for organizational needs. consumer behavior is important to study in order to find out what can influence

consumers in purchasing products such as price, color preferences and the shape of the product that consumers want. in addition to knowing other factors such as consumer psychological factors.

Result

Based on the results of research conducted with a total of 100 samples interviewed, Shopee E-Commerce users in Penagan Village, West Mendo District, Bangka Regency, can be explained as follows:

Negative Impact

1. The existence of Shopee E-commerce can reduce the assets of some traders in Penagan Village, West Mendo District, Bangka Regency.
2. E-commerce can increase consumptive behavior. Consumptive behavior is the action of individuals as consumers to buy, use or consume goods or services excessively.

In addition, the use of Shopee E-commerce also has an impact on demographic aspects, namely based on gender, age, education and occupation.

Positive impact

1. By using shopee E-commerce, consumers can more easily reach goods that are difficult to obtain.
2. Shopee E-commerce makes it easier for consumers to get products that are not in stock in the village or no one sells the products that consumers want.
3. Shopee E-commerce system is more practical and flexible.

4. From a price point of view, E-commerce Shopee is cheaper than the

Discussion

The results of the research and data analysis that have been conducted, show that the use of Shopee e-commerce has changed the consumption patterns of the Penagan Village community. Before the existence of Shopee, people tended to shop conventionally at markets or local shops. However, after knowing Shopee, there was a shift in shopping behavior towards online. This shift affects changes in community consumption patterns, among others:

- a. Ease of Access: in this case Shopee E-Commerce can be accessed anytime and anywhere via smartphone.
- b. Product Variety: E-Commerce Shopee offers a wide variety of products at competitive prices, thus attracting consumer interest.
- c. Promos and Discounts: The existence of promos, vouchers, and discounts that are often offered by E-Commerce Shopee is the main attraction for consumers.

The use of Shopee also has a social and economic impact on the people of Penagan Village, this can be seen from the reduced social interaction in local markets or shops because people prefer to shop online. However, on the other hand, the use of Shopee E-Commerce also expands social networks through online communication and shopping groups. Although local stores have experienced a decrease in turnover, some residents have begun to utilize Shopee E-Commerce as a platform for selling, thus opening up new business opportunities. Based on the findings from the research,

price of products sold by traders in the village.

some recommendations that can be given are:

1. For consumers, it is necessary to be wiser in shopping online, including checking product quality and avoiding shopping addiction.
2. For Toko Loka, can utilize the E-Commerce platform to expand the market and increase sales.
3. For the Government, can provide training and assistance to the community on the utilization of Shopee E-Commerce to improve the local economy.

CONCLUSION

This study concludes that the use of Shopee e-commerce has had a significant impact on consumer behavior in Penagan Village. These impacts include changes in consumption patterns, time and labor efficiency, and increased access to quality products. However, on the other hand, there are also negative impacts such as a decrease in purchases at local stores and problems with the quality of goods. Therefore, efforts are needed to minimize the negative impacts and maximize the benefits of using e-commerce.

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